EXHIBIT 11

Manually Filed

EXHIBIT 12


Sara Lee
Same Great Taste!
Soft & Smooth
100% Whole Wheat
No High Fructose Corn Syrup
Excellent Source of Calcium
Excellent Source of Whole Grain
Good Source of Fiber
Nutritional Spotlight
Facts Based on Two Slices
150
2.5g
210mg
5g
3g
13%


Same Great Taste!
Sara Lee
Soft & Smooth
100% Whole Wheat
No High Fructose Corn Syrup
Excellent Source of Calcium
Excellent Source of Whole Grain
Good Source of Fiber
Nutritional Spotlight
Facts Based on Two Slices of Bread
Calories 150 8%
Total Fat 2.5g 4%
Sodium 210mg 9%
Sugars 5g
Fiber 3g 13%
saraleebread.com


Sara Lee
Sara Lee
Sara Lee
IT'S SO EASY TO BE HEALTHY WHEN IT TASTES SO GOOD.
YOU KNOW WHAT THEY LIKE
Grain Group
Nutrition Facts
Great Taste Your Family Will Love, Guaranteed!
Sara Lee Consumer Affairs
PO Box 756
Neenah, WI 54957
www.saralee.com


WHOLE GRAIN
MyPyramid.gov
Grain Group
While many factors affect heart disease, diets low in saturated fat and cholesterol made up of foods like Sara Lee® Soft & Smooth® 100% Whole Wheat Bakery Bread with Calcium and Vitamin D may reduce the risk of this disease.
Sara Lee
IT'S SO EASY TO BE HEALTHY WHEN IT TASTES SO GOOD.
You know that good nutrition only works its magic when it's something your kids will actually eat. That's why families love Sara Lee Soft & Smooth® 100% Whole Wheat Bakery Bread. Kids love its soft texture and mild flavor. Parents love that it has whole grain, fiber, calcium, vitamin D, and no high fructose corn syrup.
How did something so yummy get so healthy?
YOU KNOW WHAT THEY LIKE:
Great Taste Your Family Will Love, Guaranteed!
We are so confident that you will love our Bakery Breads that we guarantee their taste. If for any reason you are not satisfied, call toll free 1-800-889-3556 and we will gladly replace the product.
Sara Lee Consumer Affairs
PO Box 750
Neenah, WI 54957
www.saralee.com
0 72945 60154 3
Nutrition Facts
SARA LEE, DOWNERS GROVE, IL 60515 USA © 2010 SARA LEE CORPORATION

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Grain Group
MyPyramid.gov
WHOLE GRAINS
EAT 6oz OR MORE OF WHOLE GRAINS DAILY


Sara Lee
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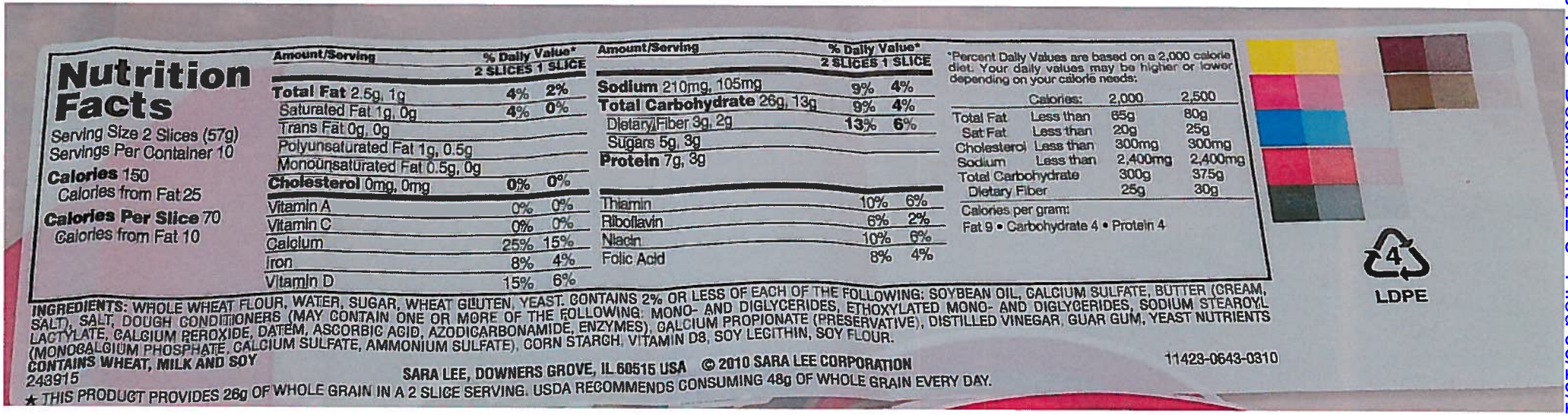
Sara Lee Consumer Affairs
P.O. Box 756
Neenah, WI 54957
www.saralee.com
0 72945 60154 3
Nutrition Facts
Serving Size 2 Slices (57g)
Servings Per Container 10
Calories 150
Calories from Fat 25
Calories Per Slice 70
Calories from Fat 10
Total Fat 2.5g 4%
Saturated Fat 1g 5%
Trans Fat 0g
Polyunsaturated Fat 0.5g
Monounsaturated Fat 0.5g
Cholesterol 0mg 0%
Sodium 210mg 9%
Total Carbohydrate 28g 13%
Dietary Fiber 3g 13%
Sugars 5g
Protein 7g 14%
Vitamin A 6%
Vitamin C 0%
Calcium 8%
Iron 4%
Vitamin D 15%
Thiamin 10%
Riboflavin 10%
Niacin 8%
Folic Acid 8%
INGREDIENTS: WHOLE WHEAT FLOUR, WATER, SUGAR, WHEAT GLUTEN, YEAST, CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: SOYBEAN OIL, CALCIUM SULFATE, SOUTH, SALT, MONOGLYCERIDES, ENZYMES, DATEM, ETHOXYLATED MONOGLYCERIDES, CALCIUM PROPIONATE, PROPIONIC ACID, CALCIUM CARBONATE, DISTILLED VINEGAR, GUAR GUM, YEAST NUTRIENTS (MONOCALCIUM PHOSPHATE, CALCIUM SULFATE, AMMONIUM SULFATE), CORN STARCH, VITAMIN D3, SOY LECITHIN, SOY FLOUR
CONTAINS: WHEAT, MILK AND SOY
SARA LEE, DOWNERS GROVE, IL 60515 USA © 2010 SARA LEE CORPORATION
* THIS PRODUCT PROVIDES 26g OF WHOLE GRAIN IN A 2 SLICE SERVING. USDA RECOMMENDS CONSUMING 48g OF WHOLE GRAIN EVERY DAY.
11425-0643-0310
LDPE



Nutrition Facts

Serving Size 2 Slices (57g)
Servings Per Container 10

Calories 150
Calories from Fat 25

Calories Per Slice 70
Calories from Fat 10

Amount/Serving	% Daily Value* 2 SLICES	1 SLICE
Total Fat 2.5g, 1g	4%	2%
Saturated Fat 1g, 0g	4%	0%
Trans Fat 0g, 0g		
Polyunsaturated Fat 1g, 0.5g		
Monounsaturated Fat 0.5g, 0g		
Cholesterol 0mg, 0mg	0%	0%
Vitamin A	0%	0%
Vitamin C	0%	0%
Calcium	25%	15%
Iron	8%	4%
Vitamin D	15%	6%

Amount/Serving	% Daily Value* 2 SLICES	1 SLICE
Sodium 210mg, 105mg	9%	4%
Total Carbohydrate 26g, 13g	9%	4%
Dietary Fiber 3g, 2g	13%	6%
Sugars 5g, 3g		
Protein 7g, 3g		
Thiamin	10%	6%
Riboflavin	6%	2%
Niacin	10%	6%
Folic Acid	8%	4%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

4
LDPE

INGREDIENTS: WHOLE WHEAT FLOUR, WATER, SUGAR, WHEAT GLUTEN, YEAST. CONTAINS 2% OR LESS OF EACH OF THE FOLLOWING: SOYBEAN OIL, CALCIUM SULFATE, BUTTER (CREAM, SALT), SALT, DOUGH CONDITIONERS (MAY CONTAIN ONE OR MORE OF THE FOLLOWING: MONO- AND DIGLYCERIDES, ETHOXYLATED MONO- AND DIGLYCERIDES, SODIUM STEAROYL LACTYLATE, CALCIUM PEROXIDE, DATEM, ASCORBIC ACID, AZODICARBONAMIDE, ENZYMES), CALCIUM PROPIONATE (PRESERVATIVE), DISTILLED VINEGAR, GUAR GUM, YEAST NUTRIENTS (MONOCALCIUM PHOSPHATE, CALCIUM SULFATE, AMMONIUM SULFATE), CORN STARCH, VITAMIN D3, SOY LECITHIN, SOY FLOUR.

CONTAINS WHEAT, MILK AND SOY

243915

SARA LEE, DOWNERS GROVE, IL 60515 USA © 2010 SARA LEE CORPORATION

11423-0643-0310

★ THIS PRODUCT PROVIDES 26g OF WHOLE GRAIN IN A 2 SLICE SERVING. USDA RECOMMENDS CONSUMING 48g OF WHOLE GRAIN EVERY DAY.


Same Great Taste!
Sara Lee
Soft & Smooth
100% Whole Wheat
No High Fructose Corn Syrup
NET WT 28 OZ
(1 LB 4 OZ) 567g
BAKERY BREAD WITH CALCIUM & VITAMIN D
CONTAINS MILK INGREDIENTS
DATE CODE AREA
Nutritional Facts
COLOR ROTATION
SGS
NON PRINT AREA
COPY SAFE AREA
8 3/4"
(8.75")
18"
41.5"
4"
1 1/2"
(1.5")

EXHIBIT 13

Manually Filed

EXHIBIT 14


THOMAS'
110 CALORIES
16 Pre Sliced Bagels
16 COUNT VALUE PACK
A GOOD SOURCE OF FIBER
THOMAS'
BAGEL THINS
PLAIN
Classic Thomas' Bagel Taste
Contains Two 8 Ct. Packages
1 LB 10 OZ (737g)
A GOOD SOURCE OF FIBER
PARVE
THOMAS'


BAGEL THINS
PLAIN
16 COUNT VALUE PACK
PRE-SLICED PLAIN BAGEL THINS
48121 13548
PROOF OF PURCHASE
Nutrition Facts
110
CALORIES
THOMAS'
A GOOD SOURCE OF FIBER

BAGEL THINS
PLAIN
PRE-SLICED PLAIN BAGEL THINS
0 48121 13548 5
PROOF OF PURCHASE
Fall in Love with Bagels All Over Again
Nutrition Facts
Serving Size 1 bagel (46g)
Servings Per Container 16
Calories 110
Total Fat 1g
Saturated Fat 0g
Trans Fat 0g
Polyunsaturated Fat 0g
Monounsaturated Fat 0g
Cholesterol 0mg
Sodium 210mg
Total Carbohydrate 25g
Dietary Fiber 4g
Sugars 3g
Protein 4g
ORGRAIN BAKERIES PRODUCTS, INC.
HORSHAM, PA 19044
© ALL RIGHTS RESERVED
www.thomasbagels.com
SPECIALTY BAKERS SINCE 1880
110 CALORIES
16 COUNT VALUE PACK
THOMAS'

THOMAS'

DID YOU KNOW every serving of Thomas'® Plain Bagel Thins™ bagels has...

- ✓ 4g of Fiber – A Good Source
- ✓ No High Fructose Corn Syrup
- ✓ No Artificial Sweeteners
- ✓ 0g of Trans Fat
- ✓ No Cholesterol (A Cholesterol Free Food)
- ✓ And is Low in Fat

110 CALORIES

Fall in Love with Bagels All Over Again

For a crispy outside with a soft inside, toast Bagel Thins™ bagels together before separating. Or for a crispier texture, separate before toasting.

Enjoy classic bagel taste in just the right size with Thomas'® Bagel Thins™ bagels.

Each bagel has 110 calories, 1g of fat, and is a good source of fiber, making it a perfect fit for your morning. Baked like a traditional bagel, Bagel Thins™ bagels have all the quality and fresh-baked goodness you would expect with Thomas'® 130 years of experience.

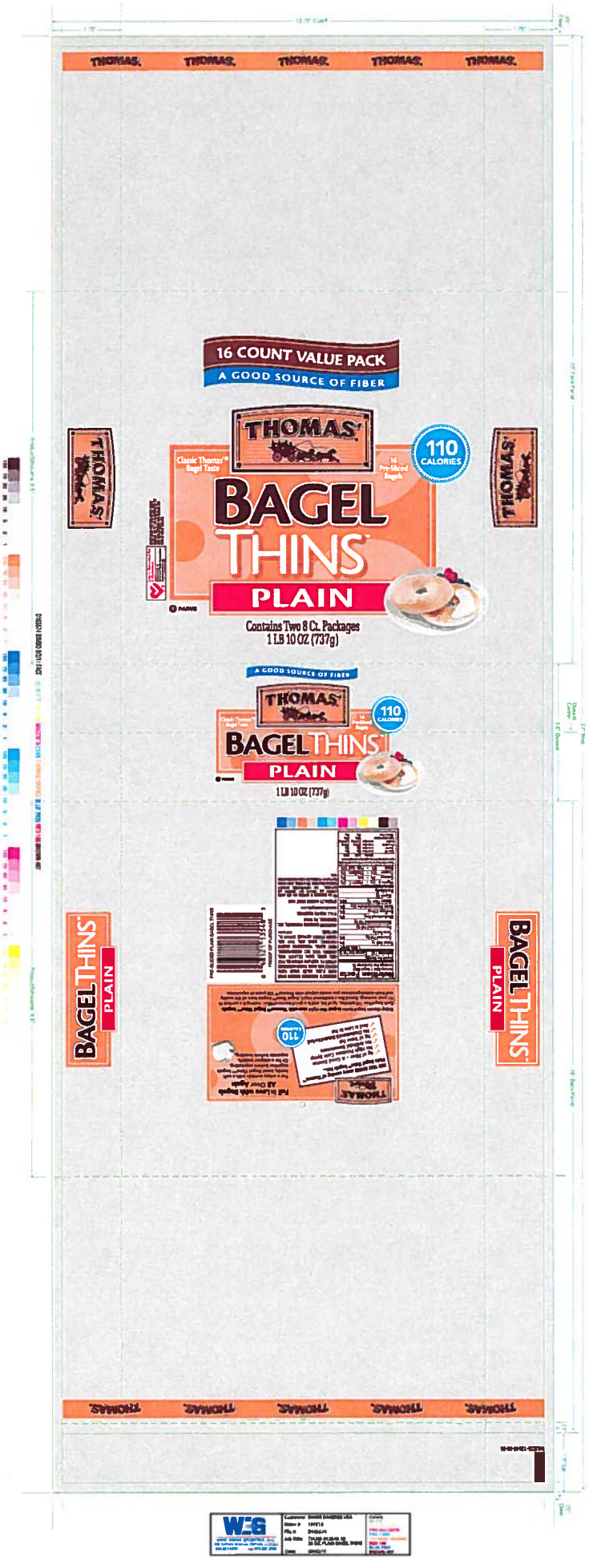

THOMAS'
16 COUNT VALUE PACK
A GOOD SOURCE OF FIBER
THOMAS'
BAGEL THINS
PLAIN
110 CALORIES
Contains Two 8 Ct. Packages
1 LB 10 OZ (737g)
BAGEL THINS
PLAIN

EXHIBIT 15

Manually Filed